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This fraternity is there to stay

As EDI enters its 25th year of operations, we find it necessary to put in systematic collective thinking to enable us to significantly strengthen our contributions. As a pioneer in entrepreneurship, three decades ago EDI successfully garnered support and approvals to establish the credibility of the approach. And this precisely gives it more than one reason to review the scenario 25 years hence, and intervene with more impact. We need to wear our thinking caps, brainstorm and introduce measures which ensure that this developmental activity is handled with an entrepreneurial perspective as well. So the question that crops up is 'Does the faculty around ED institutions have an infectious entrepreneurial dynamism or is it time to rejuvenate them?'. We may be confident about our result-oriented strategy, module and experiences but the big question that concerns me is 'Is the entrepreneurship fraternity 'open' enough to change or grow with the emerging needs?' This also indicates the need for a formal network of institutions, as a synergy in the efforts of institutions would consolidate work. Success always precedes a certain preparation for growth or change. And so, I strongly feel that it is time we, collectively,

review the prevailing entrepreneurship scenario, institutional needs and national priorities. We need to deepen our insights so that what we deliver each time is high in standards and contemporary in terms of inputs. We have to guard our programmes from being mere duplications.

To walk the distance up, therefore, are we ready to put in additional enterprising initiatives? If the answer is yes, entrepreneurship training, I must say, is there to stay and make a big difference.

While trying to keep a track of entrepreneurship development initiatives in the country, I felt that declining sponsorship, absence of

FROM THE DIRECTOR'S DESK ▶



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(cont....)

This fraternity is there to stay

national schemes or similar provisions are definitely hampering the impact. Backed by 25 years of experience, EDI plans to take this up to ensure that there are some tangible benefits.

Before entrepreneurs from China and South-East Asia bog us down, it is important that we acknowledge the significance of entrepreneurship training and counselling.... Or should I say, endorse the benefits of a well planned entrepreneurship training. Entrepreneurship is the panacea and realising this, we at EDI, are trying to move out of our 'till now' permanent thrust areas, adding new thrusts and also focussing on ED as a development strategy across countries. For example, in trying to expand the base of this strategy, we, from setting up ED Centres, in Cambodia, Laos and Vietnam, are moving to Myanmar and Uzbekistan. Also professionals from countries like Asia, East Europe, Africa and Latin America are being imparted expertise in various areas of entrepreneurship. The 'EDI Centre for Social Entrepreneurship' which the Institute plans to set up will create indispensable cadres of 'social entrepreneurs'. If entrepreneurs are the 'engines of growth', they are also the engines of 'social transformation', and therefore, EDI will now commit itself to creating social entrepreneurs as well. So with these initiatives, over and above the regular ones under various target groups, we are trying to grow and remain in sync with the present day demands.

But no matter how well the demands have been assessed and programmes structured, marketing of entrepreneurship programmes has always been a matter of concern. We need to work out wholesome strategies which are long term in nature so that we move beyond promoting a particular programme and convince the vast potential market about the result-orientedness of the concept per sé.

EDI has initiated the necessary survey and research to refurbish activities but this is a massive task and we look forward to support from the Federation of Entrepreneurship Development and related institutes, academicians and Non Government Institutions.

- Dinesh Awasth



EDI acknowledges the support extended by Shri V. P. Shetty, Former President, EDI



Dr. Dinesh Awasthi presenting memento to Shri V. P. Shetty as a token of EDI's gratitude for the invaluable guidance and support extended by him as President of the Institute. Shri Shetty laid down his office as Chairman - IDBI and President-EDI on 30th June 2007

Under the Presidentship of Shri V. P. Shetty, Former Chairman, IDBI, EDI consolidated its success nationally and globally in various areas of entrepreneurship. An esteemed banker and

visionary that Shri Shetty is, he formulated some unique plans that armed EDI with distinctive competitive advantages. The Institute will forever remain indebted to Shri Shetty for his support.

A warm welcome to Shri Yogesh Agarwal

Shri Yogesh Agarwal, a Bachelor of Engineering (Hons.) from BITS, Pilani and a Certified Associate of Indian Institute of Bankers, Mumbai, assumed charge of Industrial Development Bank of India Ltd. (IDBI) as its Chairman and Managing Director, and that of EDI as its President w.e.f. July 01, 2007. Shri Agarwal was Managing Director, State Bank of India, prior to this assignment. During his eventful tenure of nearly three and a half decades with the State Bank of India, Shri Agarwal has held a number of important positions, including those of Chief General Manager, Chandigarh Circle and Deputy

Managing Director & Chief Financial Officer at Corporate Centre, Mumbai. He also served in SBI's foreign offices at Dubai and Singapore. He was the Managing Director of State Bank of Patiala before his appointment as Managing Director of State Bank of India in October, 2006. He was instrumental in spotting the opportunity in gold banking business at SBI.

EDI congratulates Shri Yogesh Agarwal and extends a hearty welcome to him as the President of the Institute. His rich experience will certainly benefit EDI in its varied activities.



Shri Yogesh Agarwal

President's Message

“Entrepreneurship is centrepiece to dealing with present day needs. And, it certainly needs to be integrated yet more strongly with central developmental initiatives to be able to come out as 'all healing' remedy for issues concerning the economy. EDI is well crafting its entrepreneurship promotion strategies and playing its part in making this a world-recognised developmental approach. Entrepreneurship can enliven the society and only if we all accept this, entrepreneurship can modulate the economy on several fronts. I am glad that I got an opportunity to deepen my insights into this phenomenon, and along with EDI, I hope to create a whirlwind of entrepreneurial stories across nations.

My Best Wishes to the Institute.”

ENTREPRENEURSHIP EDUCATION



.... At this Harbourage of Ambitions

9th EDI-PGP Convocation

Students of EDI Post Graduate Programmes - Post Graduate Diploma in Business Entrepreneurship and Management and Post Graduate Diploma in Management of NGOs - consolidated their belief further in the sooth that 'entrepreneurship can lead to a future full of promises' during the Convocation ceremony organised on 9th June, 2007 at EDI campus. And what better setting could they get to explore this and feel convinced than in the presence of the Business Wizard, Shri Shashi Ruia, Chairman, Essar Group and Chief Guest of the 9th EDI-PGP Convocation.

In all 78 students successfully completed the course and were awarded certificates : 16 in New Enterprise Creation, 21 in Family Business Management, 7 in Agri-Entrepreneurship, 9 in Services Management and 25 in Management of NGOs.

Dr. Dinesh Awasthi, Director, EDI hailed Shri Shashi Ruia as a visionary having made significant contribution to the core sector economy, in general, and the steel industry, in particular. Tracing the growth of Essar Group, Dr. Awasthi called it one of India's largest corporate houses with

interests spanning businesses, such as; steel, power, construction, shipping, oil and gas and telecom. Under the dynamic leadership of Shri Shashi Ruia, said Dr. Awasthi, the Essar Group had come a long way from setting up India's first independent power plant and first new generation private steel plant. Director, EDI then highlighted how the joint venture of Hutchison and Essar, i.e., Hutchison-Essar, had become one of India's most valuable companies, with a



Seen during the Convocation are (5th from L) Shri Shashi Ruia, Chief Guest of the Ceremony and Chairman, Essar Group, (6th from L) Shri V. P. Shetty, President, EDI, (4th from L) Dr. Dinesh Awasthi, Director, EDI and (1st from L) Dr. Sunil Shukla, Chairperson, PGP's alongwith esteemed EDI Governing Body Members



The Chief Guest delivering the convocation address

subscriber base of more than 25 million. Addressing the students, Dr. Awasthi called them testimonies of EDI's achievements. He said that the students must rely on the entrepreneurial mindset that has been cultivated in them and set big targets in life.

Dr. Awasthi upon introducing Shri V. P. Shetty, President-EDI and Chariman-IDBI and the esteemed members of EDI Governing Board, went on to bring forth some of EDI's achievements on the domestic as also the international front.

Shri V. P. Shetty congratulated Shri Shashi Ruia for his remarkable achievements which, he said, made a powerful statement of excellence and dedication. Calling Shri Ruia a top-of-the-league entrepreneur, Shri Shetty welcomed him on the occasion. Shri Shetty called Gujarat, a hub of talents, skills and creativity and attributed this to the enterprising nature of the people of Gujarat. And the passing out students, he felt, spelt out the same spirit. With pride, he said that EDI students would be our nation builders. The President then went on to share some of EDI's plans for the forthcoming year. EDI, he informed, would now build entrepreneurial capacities on the lands of Uzbekistan and Myanmar by setting up Entrepreneurship Development Centres under the Ministry of External Affairs, Govt. of

India sponsored project. Talking about the UNIDO and Govt. of India sponsored Inter-Regional Centre (IRC) for Entrepreneurship and Investment Training, the President announced that EDI would continue putting countries on an entrepreneurial path, and help forge linkages between Indian entrepreneurs and those of the target countries. He also made a mention of EDI's contribution to enhancing the knowledgebase of foreign professionals under the ITEC, Ministry of External Affairs, Govt. of India Programme. Other major issues which EDI would focus on, he



announced, were to strengthen the NGO or the Non-Profit Sector, in general, on the grounds of mandatory ethical standards and processes towards effective governance; and enhance the working of SMEs in the cluster of handicraft, handloom and autoparts, in particular. Making announcement of a new area that EDI would be venturing into, the President said that EDI will now create social entrepreneurs who would devote themselves to transforming societies by addressing some of its issues. The President concluded by congratulating students of both the courses and urging them to set high standards of excellence.

The President awarded Diplomas to the students and the Chief Guest, Shri Ruia honoured meritorious students with medals for best performance.

The Bharti Best Student of the Year Award (sponsored by Bharti Foundation, New Delhi) was presented to Mr. Suvendu Rout, student of Post Graduate Diploma in Management of NGOs. It was announced by the Chairperson, PGPs, Dr. Sunil Shukla.

Bharti Foundation, New Delhi a leading telecommunication network, sponsored 'Bharti Centre for Entrepreneurial Initiatives' has been established at EDI to motivate youths to opt for entrepreneurship as a career option. As a part of the Centre's activities, the Bharti Student of the Year Award has been instituted. It comprises a citation, trophy and cash award of Rs. 50,000.

The Chief Guest, Shri Ruia began his Convocation Address by expressing happiness over the fact that amidst a time when the Indian economy is booming, students are stepping ahead to opt for entrepreneurship and it is no more limited to family- managed businesses alone. He emphasised that students opting for the fields of New Enterprise Creation, Agri-entrepreneurship and Services Management besides Family Business Management indicates the diversity as well as the

direction towards entrepreneurship of our economy. What impressed the Chief Guest the most was that almost 30% of the students were from the NGO sector which he called the New Class of Entrepreneurs.

The Chief Guest went on to impart unique learnings by sharing the genesis and growth of the Essar Group. "From a small beginning, i.e., constructing a break water for Chennai Port we took the bold and unprecedented step of acquiring a ship to transport petroleum products - a domain of international and Shipping Corporation of India vessels only," he said.

The success story, he said, began from here with diversification into other businesses of steel, power, communication, oil & gas. Sharing a few principles that he and his brother had set for themselves, the Chief Guest listed the following:-

- Find a mentor from whom you can seek advice and counsel as you venture into new, uncharted areas.
- Make sure the products or services that you are selling help in nation building and instill a sense of pride in yourself and your people.
- **Trust your gut feeling even if it turns wrong once in a while.**
- Don't be afraid to put your neck on the line if you have organized to assess the risks.
- Surround yourself with people who share your passion, spirit and attitude.
- Total involvement, application of mind and commitment to the business, day in and day out.

The Chief Guest then, introduced the concept of serial entrepreneur, to the distinguished gathering. 'Attempting something ambitious', 'something that makes one a bit uncomfortable' and in that sense, with so many businesses and such a large asset base, he called the pioneers at Essar, the serial entrepreneurs.

Today's liberalized environment, access to global



Exhilarated students after the Convocation

technology and markets and a growing world economy, is what he saw as bringing in a cutting edge competitiveness. And this is where he saw the significance of entrepreneurial enterprise.

He expressed happiness over the fact that our youngsters had started realizing the potential of being in India but stressed on the need for bringing about a radical change in the education system so that 'out-of-the-box' thinking could be encouraged. "Industry and educational institutions need to work in close coordination to promote academies of innovation and excellence", said the Chief Guest.

Shri Ruia also highlighted the need to look closely at how families and organizations treat and manage entrepreneurial spirit in their people. He cited Ratan Tata as an instance here in terms of having made the Tata Group a globally recognized and respected business house.

Stating some unique personal characteristics that an entrepreneur needs, he highlighted, *Inspiration, Creativity, Direct Action, Courage and Fortitude* as foremost. Shri Ruia then shared his thoughts on societal need of creating a new breed of entrepreneurs, i.e., the social entrepreneurs.

He urged all 25 NGO Management students, the future social entrepreneurs to make a difference to the society.

Concluding, the Chief Guest said that it is IDEA plus the KNOWLEDGE that makes and drives entrepreneurs. Shri Ruia wished the best in life to all students standing on the verge of entering the world of "New Entrepreneurs".



Shri Shashi Ruia, Chairman, Essar Group addressing the PG students before the Convocation. Looking on is Dr. Sunil Shukla, PGP-Chairperson

The function concluded with vote of thanks by Dr. Dinesh Awasthi.



SUVENDU ROUT

Bharti Student of the Year (2006-07)



Shri Shashi Ruia presenting the Bharti Student of the Year Award to Suvendu Rout

Suvendu is the eldest son of a middle class family of four children. He hails from a small village in Orissa. After completing Post Graduation in Economics, he started his career as a lecturer of Economics. But his intense drive to pursue a career in the Development Sector saw him shift to the field of social work and work with a voluntary organization involved with rural farming community.

Stating his achievements Suvendu says, "I won the Student of the Year prize in High School; I topped the University academics; I was an NCC sergeant; I was part of the team that won inter college cricket tournament. At EDI I participated in extra-curricular activities and discharged duties in various capacities as I was part of a number of important committees".

Suvendu's future plan is to start an organization that would work with the farming community.

Induction of the 10th Batch of EDI-Post Graduate Programmes' Students

The 10th batch of EDI's Post Graduate Programmes-Post Graduate Diploma in Business Entrepreneurship & Management (PGDBEM) and Post Graduate Diploma in Management of NGOs (PGDMN) - commenced from 2nd July, 2007 with 78 students - 56 in BEM & and 22 in MN - from 14 states. Giving statistics, Dr. Sunil Shukla, Chairperson, PGPs informed the new batch that out of 504 students trained in PGDBEM course, 69% had joined the business sector either by setting up their own ventures or joining family businesses. Calling it a need of the hour, Dr. Shukla added that 92% of the PGDMN students had committed themselves to the development sector either by joining national or international NGOs or by setting up own NGOs. The Chairperson expressed happiness over the growing response to the course from students from diverse educational background, like, engineering, technology, commerce, science & technology, business administration, etc. He wished good luck to the students.

In his welcome speech, Dr. Dinesh Awasthi, Director of the Institute, advised students to be disciplined and focused as this, he called, the most crucial time of their career. Dr. Awasthi explained that Entrepreneurship is an applied course and one needs to acquire contemporary information, knowledge and skills to establish and manage a business venture successfully. He congratulated the students for choosing such a promising career and assured them of all kinds of support in achieving their goal.

A Journey into Self-Discovery

Obstacles come in different garbs but if not dealt strategically, these can bog us down. Ambitions and success then remain mere dreams. Being aware of this, it lies on us to impart our children and youth, the courage, faith, endurance and a strong determination to surmount all obstacles. The Summer Camps at EDI for Youth and Children are designed with this motive. They arm the children with winning entrepreneurial qualities so that they not just cross the hurdles but make winners out of themselves.

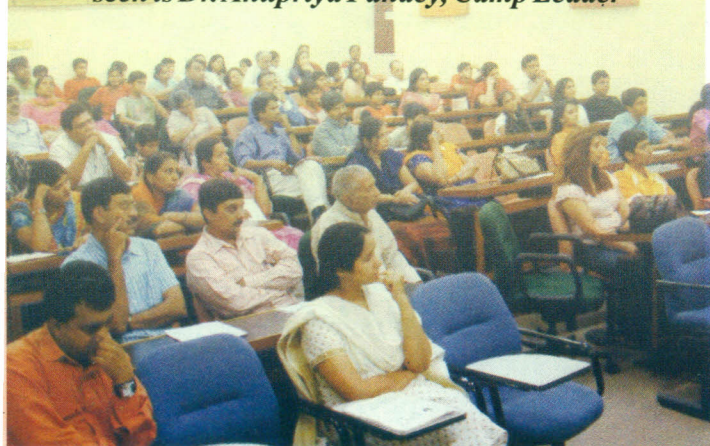
The 16th National Summer Camp on Entrepreneurial Adventures at EDI for college-going youths, organised during 7th - 16th May, 2007, achieved the objective of arming all 32 youths from 6 states with oodles of confidence.

For some, 'entrepreneurship' was a new concept when they arrived at EDI. During the camp, they claimed, "we did not just understand the concept but also imbibed some extraordinary traits that become the most faithful ally of an achiever".

The broad objective of the camp was taken care of by a pedagogy that comprised case studies, lectures, role-plays and industrial & institutional visits. Interaction with achievers from various fields also had a strong impact on participants. And as one of them puts it "the interactions gave us a feel of achievement. Although we all are aware of it, it is very important to tell yourself time and again, that achievers of today also had to begin somewhere; they had their share of crises but it was their fighting spirit that rendered them different". Camp leader, Dr. Sunil Shukla, nodding in agreement, felt that poor decisions and the resultant ill advised actions are a fault of traits in a person. "The camp, therefore, focussed on imparting the right competencies that make these students stand tall in life against all odds."



Mr. Jitendra Chauhan, a distinguished entrepreneur who owns the showroom, Jade Blue in Ahmedabad presenting certificate to one of the participants. Shri Chauhan's life itself is a book of learning and he turned the pages of his life to motivate the participants. The participants stated in their feedback that Shri Chauhan taught them how the word 'impossible' should never figure, in one's life and vocabulary. Also seen is Dr. Anupriya Pandey, Camp Leader



A parents' meet organized at the end of the camp to interact with them on the strengths and weaknesses of their ward/s.



Educational Institutes Welcome Entrepreneurship Training

With entrepreneurship stepping into educational institutes as a specialised discipline, the onus of making it a movement among student groups rests on the faculty community. Strong entrepreneurial personalities can evolve with proper training, counselling and teaching. Making feasible business plans, mobilizing resources and managing an enterprise could be some of the areas which can be delved into. And who can shoulder this responsibility better than the teaching community!

With the National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India taking the initiative of introducing entrepreneurship in the academic curricula of Science and Technology Institutions and also of setting up Entrepreneurship Development Cells in many of them, efforts and initiatives to orient the teachers to entrepreneurship knowledge and awareness becomes a priority. EDI has planned ten Faculty Development Programmes for the current academic year. The first in this series was organised during June 18 - 29, 2007 at EDI Campus, Ahmedabad.

The major objective was to expose the participating faculty members to the comprehensive Entrepreneurship Development Process and equip them with skills to coordinate and organize entrepreneurship development related activities in their colleges / polytechnics / schools. The training model focused on development of skills, knowledge and attitude necessary to become an effective mentor in developing potential entrepreneurs. To facilitate development of these competencies, the training approach was based on Adult Learning Principles and Experiential Learning. The valedictory function

Shri Rajiv Vastupal, President, Ahmedabad Management Association & the Chief Guest of the valedictory function of the Summer Camp for Children presenting certificate to one of the participants on successful completion of the camp. Shri Vastupal focused on the importance of entrepreneurial traits and said that these are prime characteristics of a confident, successful and upright person. He congratulated all participants and urged them to make the most of their training. Also seen is Dr. Sunil Shukla, Chief Faculty-EDI and Camp Leader

The 14th National Summer Camp on Entrepreneurial Stimulation for Children in the age group of 12-16 years was held on campus during April 29 - May 4, 2007 with 86 children from as many as 7 states. The participants were divided into two groups on the basis of their age. 'Mould them young' being the guiding principle of the camp, achievers from different walks of life were invited to interact with the children. A Parents' Meet organized on the concluding day of the camp highlighted the role they could play in perfecting the personality of their wards. Eminent entrepreneurs of the city, Shri Jitendrabhai Chauhan of Jade Blue and Shri Rajiv Vastupal, President, Ahmedabad Management Association were the Chief Guests for the valedictory function for the groups.

All 15 academicians representing 6 states of India appreciated the coverage of training inputs that comprised

- ED Process, Promotion of ED Activities
- Selection of Potential Entrepreneurs
- Creativity, Innovation and Problem Solving
- Planning the Launch: Procedures & Formalities
- Small Business Management: Process & Functions, Applications
- Business Opportunity Identification and Guidance:
- Business Plan: Market / Technical / Financial Analysis
- Entrepreneurship Motivation Training
- Sources of Finance, Venture Capital
- DST Support for Promotion of Entrepreneurship

of the Ahmedabad programme was organized on June 29th, 2007 at EDI campus. Prof. Sunil Shukla, Chief Faculty, EDI, presided over the function. Dr. Anupriya Pandey, Programme Director, summarized the two weeks' programme. In her address to the participants, she encouraged them to promote entrepreneurship by going all out to orient students to the charms of being an entrepreneur. She felt that this way they would be more receptive. She added that the training imparted to participants has a balance of academics and practical application and so this should be put to experimentation to the extent possible. Prof. Sunil Shukla expressed happiness over the growing importance of entrepreneurship education. He felt that no other group can drive in this training more skilfully and persuasively, in students, than the faculty community. Prof. Shukla motivated all participating academicians to take the reins in their hands.

Exact levels in Business is not something that everybody can achieve. The environment of business is tough and so is the journey to the peak. But tough it may be, right knowledge and strategies do contribute to success of entrepreneurs by making the road easy to travel. The teachers are all ready to set such a trend. A great service indeed!!!



Participants of the Programme seen with (R-L) Dr. Anupriya Pandey, Programme Director; Mr. H. C. Desai, Chief General Manager, Business Development, Industrial Extension Bureau, Govt. of Gujarat; Dr. Dinesh Awasthi, Director - EDI; Dr. Sunil Shukla, Chief Faculty, EDI and Mr. Rajiv Joshi, Faculty, EDI

I speak...

"I am glad that I decided to come here. This discipline had always intrigued me and it was interesting to study its various aspects. I fully agree that entrepreneurship must be promoted among the student community. If these traits are inculcated at the right time, I am sure our youths would flaunt a different personality altogether and needless to add, the country would then be different."

-Mr. Saiyed Wajid Ali
Indian Institute of Tourism and
Travel Management,
Gwalior

Entre-Plexus or Plenitude of Everything



*Shri Sushil Handa's
motivating address left
all enthralled*

Seen during the inaugural session is (in the C) the Chief Guest, Shri Sushil Handa, CMD, Claris Life Sciences Ltd., Ahmedabad, and (R-L) EDI Director, Dr. Dinesh Awasthi and PGP Chairperson, Dr. Sunil Shukla

19th and 20th May were eventful days on EDI Campus, abuzz with activities. Students of the 9th PG batch geared up to play perfect hosts to their seniors.

19th May, the Cynosure was the sprawling campus of EDI where past batch students had turned up in huge numbers.

Shri Sushil Handa, Chairman and Managing Director, Claris Life Sciences Ltd., Ahmedabad was the Chief Guest of the inaugural function of the Alumni Meet. Dr. Dinesh Awasthi, Director-EDI, Dr. Sunil Shukla, Chief Faculty and Chairperson (PGPs) and senior faculty members of EDI were also present on the occasion. Shri Sushil Handa charged all present to consider the platform of PGP Alumni as important. He drove in the point that a strong network could benefit all members. Shri Handa unfolded the chapters of his college days to drive in how just a healthy interaction and regular meet-ups could help solve even herculean problems. His informative address was followed by the release of a Souvenir and a Desk Calendar on entrepreneurship related thoughts.

Come 20th May and the day began on a high note with a session on 'Inter-Batch Linkage'. The Alumni interacted with the current batch students and by virtue of being in the world of Business, shared some practical tips on 'how to succeed in business'. Healthy interaction led to a good rapport between all.

Equally successful was a Refresher Session chaired by Prof. Sunil Shukla and Mr. Manoj Mishra who briefed the alumni about the PGP programme's journey from 1998 till now.

This was followed by a Free Wheeling Interaction Session with Dr. Dinesh Awasthi and Prof. Sunil Shukla. Significant issues such as support to Alumni from EDI, organizing Refresher Course for the alumni, introducing changes in curriculum in keeping with some of the business world requirements, etc. were deliberated upon at length. There were some useful insights and learnings for all.

Guest Speakers, Shri Sunil Parekh, Ex-Director,

CII, Gujarat and Shri Gagan Sethi of Janvikas, addressed the topics of Entrepreneurship & Modern Technologies and NGO Governance, respectively. As these are issues that concern everybody in the field, they were welcomed by all.

The most significant development of the meet was the formation of a formal ALUMNI MANAGEMENT COMMITTEE. The eight office bearers were elected through a democratic method under the supervision of Prof. Sunil Shukla and Mr. Manoj Mishra.



EDI Alumni engrossed in a session


So one can very well see that flights of success will soar even high. There'll be chances of improvement for everybody and with more information, more challenges will follow. Success would also certainly be redefined... it wouldn't have fixed boundaries.

Entrepreneurship Development Institute of India
announces two-week residential

**Faculty Development Programme in
Entrepreneurship**

(Sponsored by NSTEDB, DST, Govt. of India)

**For effective initiation of Entrepreneurship
Courses & activities in educational institutions**

 **Bhopal, Aligarh, Puri, Hyderabad,
Ahmedabad, Shillong, Udaipur**

Fee : Rs. 12,000/-. Fellowship to eligible applicants up to
50% of the course fee. Registration on first-come-first-served basis.

For further information & application form contact :
Dr. Sunil Shukla - Programme Director at

EDI Head Office Address
E-mail : sunilshukla@ediindia.org



Micro Enterprise and Micro Finance Development

The Decision Makers Take on a Front Runner's Role

We may deliberate on globalisation and liberalisation to achieve enviable standards of economic growth, but these discussions will have to incorporate major strategies on enhancing the growth of rural India. Proliferation of entrepreneurial skills are just as important for rural areas as they are for urban. Rural Entrepreneurship Development Movement requires continuous support and while EDI is doing its bit to change the economic reality in these regions, it is also on our decision makers to introduce strategies that bring about an entrepreneurial change in these regions. Their

pro-active role and sensitivity towards trained potential rural entrepreneurs would certainly lead to noticeable makeover. Recently EDI organised a Stakeholders' Meet on 'Rural Industries Programme: Status and Future Directions' at Rae Bareli, to sensitise the key players on adopting a facilitator's role in promoting micro enterprises at the grass roots level. The meet provided a platform to all stakeholders viz; local leading industrialists, government officials, bankers and executives of local NGOs to come on a common platform and strategise on the various ways of giving a boost to the growth of micro enterprises. Progress of activities under SIDBI's RIP was also discussed at length. The impact achieved and the methodologies adopted for further improvement on this front were especially emphasised.

Achievements under RIP at Rae Bareli

- Total number of units promoted: 178
- Total investment mobilised: Rs.5.49 crores
- Employment opportunities generated: 530
- Type of enterprises set up: Oil & Flour Mills, Rice Mills, Electrical & Electronic Appliances, Vermi Composting units, Screen Printing units, Ice-cream making units, Digital Studio and Bakery



Mr. Raman Gujaral, Faculty, EDI highlighting the achievements under the RIP project. Also seen are (L-R) Chief Guest Mr. Dinesh Sharma, Chairman, Baroda Eastern UP Gramin Bank, Shri Vasant Seth, DMD, SIDBI & Shri A. Vikraman, CGM, SIDBI

Women, In 'Charge'

If the changes of the day are altering economic structures, thus presenting new opportunities, women cannot be far behind in seizing them to be a part of the mainstream.

A one-day workshop on 'Problems and Prospects of Rural Entrepreneurship' was organised on 4th May, 2007 at Hubli, Karnataka especially for women to make them aware about the opportunities available if they got in the role of an entrepreneur. This interactive workshop also addressed the inhibitions that women harbour before taking the plunge. More than 55 women benefited from the inputs.



Seen during the inaugural function is a participant of the Programme lighting the ceremonial lamp. Also seen are (R-L) Mr. Ajay Dixit, Faculty – EDI; Mr. Mannivannan, IAS, Commissioner, Hubli – Dharwad Metropolitan Council, Hubli; Mr. Ladad, Secretary, Chamber of Commerce and Industries, Hubli and Mr. N. Ramesh, Faculty–EDI

Deshpande Foundation, USA, the mentor of this workshop, has also sponsored similar ones in the districts of Belgaum, North Kanada, Haveri and Gadag. The basic objective remains to promote rural entrepreneurship in North-West Karnataka. Locally, these workshops were organised in association with Chambers of Commerce.

Workshop in charge, Mr. N. Ramesh, Faculty, EDI, feels that a noticeable change will set in with more and more women coming forth to take the reins in their hands.

Imparting a Better Quality of Life

Sustainable livelihood options for all precedes balanced socio economic development. Societal well being would always remain a fry cry if certain sections remain less privileged or marginalised in any way. Making a decisive dent in the prevailing unbalanced state of affairs, EDI launched a Confederation of Indian Industry, New Delhi sponsored Entrepreneurship Development Programme for SC/ST Community.

Seven locations across India; viz, Ahmedabad, Aurangabad, Bangalore, Bhubaneswar, Guwahati, Hyderabad and Lucknow have been selected for intervention subsequent to preliminary survey and feasibility study.

The pilot 'Entrepreneurship Development Programme for SC/ST Community' was organised in Ahmedabad. It

was observed that although the participants had a business-oriented mindset, the factors and conditions around them forced them to keep entrepreneurial inklings at bay. EDI, therefore, organised an 'Entrepreneurship Development Programme for SC/ST Community' during 11th June to 21st July, 2007 to train the participants to become successful entrepreneurs and create jobs for others. All necessary knowledge and skills required for starting and managing enterprises were imparted.

All 32 participants developed entrepreneurial competencies and got an in-depth understanding on business opportunity guidance, business plan preparation, enterprise launching and enterprise management. Soft-skill development and achievement motivation training were also emphasized upon.

Subsequent to training, the participants developed bankable project reports under the guidance of EDI experts. It is heartening to note that loan applications of 15 participants have already been submitted with the District Industries Centre (DIC) under PMRY scheme and 5 applications have been submitted with Urban Community Development Cell (UCD) under SJSRY scheme.



Chief Guest of the valedictory function, Mr. Vimal Ambani, Vice President, CII, Gujarat Circle, in his address urged the participants to rise above all odds and use this training to make a mark for themselves

It is expected that at least 20 trained entrepreneurs will start their business within the next 6 months. Follow-up services by EDI will facilitate this.

Shri Bipin Shah, Project Director, expressing happiness over the results of the programme, said that this project is aimed at evoking a willingness to take risks and a curiosity to grow, among a cadre of people who till now were ensconced in 'this is enough for us' frame of mind. Shri Shah added that positive results would set in an encouraging change in society.

EDI also organised a Micro Enterprise Development Programme at Lucknow to train SC/ST candidates to start their own enterprises. The training was conducted in two phases. In the first phase, in association with CII, EDI identified participants through written test & personal interview. During the second phase, 4 weeks of training ensured that the participants not just gained knowledge and skills to succeed as entrepreneurs but also got the motivation to ensure that hindrances do not deter their resolve. At the end of the training programme, the participants prepared their business plans. They are now in the process of approaching financial institutions for assistance so as to initiate their entrepreneurial activities.



Mr. Bipin Shah, Programme Director handing over the certificate of successful course completion to one of the participants

INTERNATIONAL CENTRE FOR CLUSTER COMPETITIVENESS AND GROWTH

EDI's Cluster Development Approach

Cluster Development Model is based on the dictum that if entrepreneurs facing common challenges as also opportunities are addressed collectively and brought together in a conglomeration; edge and advantages increase for all; the responsiveness to change and overall efficiency of these firms is improved and their operational deficiencies are removed. EDI, backed with a series of cluster development experiences, stands as a testimony. After writing success sagas in many a cluster, the Institute is now on its way to refurbish the Autoparts Cluster, besides extending need based support to 12 other clusters across 12 states of the country.

The Institute is not just creating a conducive environment for growth of these clusters but also developing a critical eye for success in the entrepreneurs. The progress in various clusters is worth taking a note of;

Raipur Cluster: (Steel Re - Rolling Mills)

- ◆ Installation of energy saving devices has led to reduction in fuel consumption in the cluster units by Rs. 1.12 lac/unit/month. This energy saving practice was adopted after successful formation of Petroleum Conservation and Research Association (PCRA), Nagpur.
- ◆ A Buyer-Seller Meet was organised where 61 sellers and 15 buyers had participated. This resulted in orders and establishing marketing tie-ups.



Karnal Cluster: (Agriculture Implements)

- ◆ An awareness workshop on consortium formation was conducted for the benefit of the units in the cluster. This motivated the entrepreneurs to come forward and form a consortium to implement cluster specific activities.
- ◆ As a part of cluster visit the entrepreneurs were taken to National Institute of Secondary Steel Technology(NISST), Mandi Gobindgarh, Punjab where they could observe latest technologies which could be used for manufacturing agricultural implements.
- ◆ The quality consciousness among entrepreneurs is increasing and 10 units in the cluster have already got ISO certification.

Parwanoo Cluster: (Light Engineering Goods)

- ◆ Experts from Senior Experten Services (SES), Germany visited the cluster during the year and advised the entrepreneurs to modify their designs in order to get better products.
- ◆ Electro polishing technology was introduced in the cluster and this has improved 'glitter' effect of miniature components used in watches.

Bangalore Cluster: (Readymade Garments)

- ◆ A Buyer-Seller Meet was organised at Lucknow for the benefit of the entrepreneurs of the cluster. The meet has resulted in tremendous response on the part of buyers and orders worth Rs. 60 lacs was booked in the same.
- ◆ A Cluster Resource Centre was established to facilitate information dissemination related to products, designs, patterns, colour combinations.
- ◆ A training programme on working capital management was conducted for the benefit of cluster units.

Indore Cluster: (Readymade Garments)

- ◆ As a result of export tie-up initiative, seven cluster units have started exporting their products.
- ◆ The application of CAD/CAM software was introduced to facilitate garment manufacturing with the help of Apparel Training and Design Centre (ATDC), Indore.

Khurda Cluster: (Brass & Bell Metal)

- ◆ An exposure visit for the cluster actors was organised with the purpose of imparting them knowhow on networking. They were taken to Thrissur and made to interact with the members of a local consortium.
- ◆ An FAQ booklet is being prepared where information related to design, quality, manufacturing, health and safety issues etc. are highlighted.
- ◆ A skill development programme on design and product development was organised in the cluster. This has resulted in development of 4 new products.

Moga Cluster: (Agriculture Implements)

- ◆ The cluster members participated in Indian Foundry Congress, as a result new technologies are likely to be introduced in the cluster . A website of the cluster "agromechoga.co.in" has also been launched.

Jaipur Cluster : (Bearings and Bearing Components)

- ◆ A Global Bearing Conclave was organised by the association and SISI, Jaipur. 35 members participated and 900 business enquiries were generated.
- ◆ Technology transfer of Mar quenching and Salt bath technology is in progress in a few leading units of the cluster.

Agra Cluster: (Leather Footwear)

- ◆ A training programme on footwear designing and pattern cutting was organised in which 27 artisans took training.
- ◆ The cluster has now started establishing direct marketing linkages with M/s. Sree Leathers and M/s. Khadims. A group of entrepreneurs visited Kolkata and had business meetings. M/s. Sree Leathers visited some of the units in Agra and have placed on the spot trail order of 1150 pairs.

Shantiniketan Cluster: (Leather Goods)

- ◆ The cluster units have participated in various national and international trade fairs. The new products / designs developed in the cluster were displayed in those trade fairs. As a result the cluster entrepreneurs got very good response and orders worth more than Rs. 25 lacs were booked apart from good sales across the counters.
- ◆ The skill development training programmes conducted in the cluster with the help of local master craftsmen have aroused great enthusiasm in the cluster. All the trained workers got employment in the local units. Moreover some of them started their own manufacturing plant.
- ◆ New products like leather belts have been added in the existing product line.
- ◆ The process of GI registration is almost on the verge of completion. This will give impetus to the growth of business in the cluster.

Thrissur Cluster: (Gold Ornaments)

- ◆ Five consortia have been formed in the cluster with one apex level consortium to monitor activities.
- ◆ Common buying of gold has been initiated.
- ◆ Participated in Gem and Jewellery India International Exhibition at Chennai. After this exhibition, the society has noted about 15% increase in sales as against other states from the cluster.



Auto Parts Cluster

- ◆ 19 new training programmes were conducted in the cluster in the areas of marketing, technology, govt. schemes, etc. 400 entrepreneurs attended these training programmes.
- ◆ 6 new technologies were transferred which resulted in improvement in quality. New designs and drawings were given to the entrepreneurs and they have now initiated manufacturing activities as per new designs.
- ◆ The entrepreneurs were informed about national and international quality control standards and as a result entrepreneurs started manufacturing products on these parameters.
- ◆ 35 entrepreneurs were provided personal counselling. Personal visit of EDI faculty to various units ensured upgradation of manufacturing processes and adherence to quality control standards.

conduct a three phased Cluster Development Entrepreneurship Programme. During this programme CDEs prepared diagnostic study of their respective clusters, cluster vision, strategy and action plan. The action plans were validated in the presence of cluster stakeholders. 15 clusters were identified for intervention during the first phase of the project. After due approval of the state government, the CDEs will start implementing cluster programme in their select clusters. The clusters selected for interventions are Kota Doria Saree Cluster, Kaithun, Kota; Stone Carving Cluster, Talwada, Banswada; Handicrafts Cluster, Dadiba, Churu; Dyeing & Printing Cluster, Akola, Chitorgarh; Leather Printing & Mfg., Bansur, Alwar; Leather Shoes Cluster, Bhinmal, Jalore; Stone Cluster Jaisalmer; Idol Cluster, Thanagazi / Gola ka bas, Alwar; Earthen Ware Cluster, Banswada; Aari-tari Cluster, Nayla, Jaipur; Gotaloom Cluster Ajmer; Glass work Cluster, Barmer; Mineral Grinding Cluster, Beawar, Ajmer; Honey Cluster, Bharatpur; Tie and Dye Cluster, Jodhpur. Impact is expected to be a major turn-arounder for these clusters.

Government Officials Get Oriented to Cluster Development Approach

Cluster Development has become a pioneering approach in dealing with underdeveloped industries in a particular field. The strategy has imparted the leverages of economy and scale to individual firms in a particular cluster. The benefits of cluster development approach have been greatly appreciated by decision makers at national as also state levels.

While applauding the advantages and benefits of CDPs, Industries Commissionerate, Govt. of Rajasthan structured a programme to train officials and representatives of a few NGOs on the integral aspects of this approach. EDI was appointed to



Shri S. N. Sharma, Sr. Additional Director, Industries, Government of Rajasthan (in the centre) during the valedictory function of the CDE programme conducted at Udyog Bhavan, Jaipur. Also seen are (R-L) Shri P. N. Mittal, Assistant Director, Industries, Government of Rajasthan and Mr. Sanjay Pal, Faculty-EDI

International Interactions

Invoking Entrepreneurship In Uzbekistan

A delegation led by Dr. Dinesh Awasthi, Director, EDI visited Tashkent in Uzbekistan during March 5- 9, 2007 to finalise the modalities of setting up Uzbekistan - India Entrepreneurship Development Centre in Tashkent. Other esteemed members of the delegation were Ms. L. Savithri, Under Secretary (Eurasia), Ministry of External Affairs, Govt. of India and Mr. Sanjay Pal, Faculty, EDI. This visit followed the MoU between the Republic of Uzbekistan and the Govt. of India to set up an Entrepreneurship Development Centre in Tashkent, Uzbekistan. The delegation had a series of fruitful and result-oriented meetings with H. E. Mr. S. R. Tayal, Ambassador of India in Uzbekistan; Dr. Boymurod S. Ulashov, Chairman of the



(Right row, R - L) Dr. Dinesh Awasthi, Director-EDI; H.E. Mr. S. R. Tayal, Ambassador of India in Uzbekistan and Mr. Sanjay Pal, Faculty-EDI in a meeting with the distinguished members of the Chamber of Commerce and Industries of Uzbekistan

State Committee of the Republic of Uzbekistan on De-monopolisation, Support of Competition and Entrepreneurship and the Distinguished Members of the Chamber of Commerce and Industries of Uzbekistan.

The delegation was pleased to note the overwhelming enthusiasm and keenness of the decision makers to set up the Uzbekistan - India Entrepreneurship Development Centre. The deliberations were positive and indicated towards a favourable environment in Uzbekistan for promotion of small and medium enterprises. The Government of Uzbekistan is also fully committed to encouraging and facilitating emergence and growth of SMEs.

Subsequent to the delegation's visit, a 15-member Uzbekistan Delegation led by Dr. Boymurod S. Ulashov, visited the Institute during May 24-29, 2007 to get hands on experience into promoting entrepreneurship and establishing a Centre in this field.

The delegation had wide ranging discussions with EDI faculty members on aspects involved in promoting micro, small and medium enterprises in their country. The EDI model and approach in promoting entrepreneurship convinced them and they voiced the need for setting up Entrepreneurship Development Centre in Tashkent at the earliest.

In order to hasten the process of setting up the Centre and to make it operational by November 2007, EDI would be sending a 2-member faculty team for carrying out a Feasibility Study. This would be followed by sensitisation workshops for policy makers and operation level officials to help them understand the pre-requisites of an enabling environment to promote entrepreneurship development. A Business Opportunity Identification (BOI) survey to arrive at a set of

business opportunities relevant to local conditions will also be subsequently taken up.



Uzbek delegates during interaction at EDI

EDI Director Visits Myanmar

At the instance of UNDP, EDI Director visited Myanmar during April 22 - May 13, 2007 to evaluate UNDP's project on 'Human Development Initiative' in Myanmar. The assignment involved visiting the project site followed by developing a detailed evaluation report. Dr. Dinesh Awasthi, Director-EDI visited about 15 project locations spread across the Delta region and North China state of the country.

UNDP Project had 3 major components viz., integrated community development, community development in remote townships and micro finance. It was observed that the project has contributed a great deal in addressing the issues related to poverty alleviation i.e. 2.4 million beneficiaries over a period of 12 years. The outcome has been very impressive in terms of providing a large number of livelihood opportunities to downtrodden women in the country. The project got completed on May 21, 2007.

Seminar on Local Economic Development

Local Economic Development (LED) is a broad and integrated development approach and provides an alternative to conventional development practices by focussing on optimum utilization and productive integration of local resources, engaging local stakeholders in formulating a development plan and thus facilitating creation of jobs. The LED approach can be successfully implemented in diverse socio economic environments irrespective of the status of development of the place and remoteness of the area.

The seminar was attended by around 36 participants from 9 Asian countries viz. China, India, Indonesia, Lao PDR, Nepal, Philippines, Sri Lanka, Thailand and Vietnam. The participants appreciated the role of Cluster Based Development Approach (CDA) in facilitating local economic development. They also showed keen interest in replicating some of the practices in their respective countries. What was widely appreciated was that successful adoption of basic CBDA principles could create a conducive environment, which would facilitate early adoption of LED programme. Mr. Sanjay Pal felt that this seminar provided a unique platform to participants to analyse best practices, exchange experiences and learn about the advantages and conditions linked to the design and implementation of local economic development strategies.



Mr. Sanjay Pal, Faculty, EDI making a presentation on How Cluster Based Development Approach (CBDA) could contribute to the process of Local Economic Development. This international seminar on Local Economic Development was organised at Chiang Mai, Thailand during May 22 - 25, 2007



MBA Enrichment Programme for Sri Lankan Students

An 'MBA Enrichment Programme in Entrepreneurship' for 45 students from the University of Kelaniya, Sri Lanka was organized at EDI during August 20-26, 2007. The primary objective of the programme was to impart an understanding to the participants on various aspects of entrepreneurship as also motivate them to adopt entrepreneurship as a career. 10 senior faculty members were also a part of the programme and a Faculty Development Programme was conducted for them simultaneously, to impart them an understanding on how to teach entrepreneurship and goad students to adopt it as a career.

Mindful of the important role that entrepreneurship plays, Sri Lanka has also stepped forward to make entrepreneurship a mainstream career. In line with this, the Vice Chancellor of the University of Kelaniya, Sri Lanka, Prof. J.S. Wijeratna, was at EDI on 26th August, '07 to sign an MoU for Bilateral Institutional Cooperation with the Institute to set up an Entrepreneurship Development Centre in the University of Kelaniya. The Centre, with the support of EDI, will design and implement interventions to promote entrepreneurship in the country. The MoU was signed by the VC of the University and the Director, EDI, Dr. Dinesh Awasthi during the Valedictory Function of the MBA Enrichment Programme.

Giving an outline of the course structure, Mr. S. B. Sareen, Programme Director, informed are that this programme being the first-of-its-kind, due attention was given to make it result-oriented and impact-making. Mr. Sareen also threw light on the modules, which he said covered the following topics: About Entrepreneur and Entrepreneurship, Business Opportunity Identification & Selection, Environment Scanning for Ideas Generation, SMEs' Contribution in Industrial Development and Preparation of Business

Plan and Project Appraisal Technique. Mr. Sareen added that the growth strategies employed in the industrial development of Gujarat were also shared with the participants. "Case studies, lectures by eminent faculty from EDI and other esteemed institutions like, IIM-A as also field visits were widely used to drive in a clear understanding on the nitty-gritty of entrepreneurship", said Mr. Sareen. He also expressed happiness over the excellent feedback given by almost all the participants on academic inputs, course material and lodging & boarding facilities provided to them.

Giving his personal views about the programme, one of the participants, Mr. Chandrasiri Gannile said that it was one of the most excellent programmes he had ever attended in his life. According to him, EDI has a major role to play in South Asia Region in promotion of Entrepreneurship.

Dr. Dinesh Awasthi, Director, EDI expressed satisfaction over the successful completion of the



Dr. Dinesh Awasthi, Director, EDI and Mr. J. S. Wijeratna, Vice Chancellor, University of Kelaniya, Sri Lanka, signing the Memorandum of Understanding (MoU) for Bilateral Institutional Cooperation. Also seen are (L-R) Mr. S. B. Sareen, Programme Director; Mr. Guy De Fontgalland, International Advisor, EDI; Mr. Ajith Medis, MBA Programme Coordinator, UoK and Mr. Karunarathne, Registrar, UoK

programme and said that the Institute was looking forward to organizing similar programmes on a regular basis. To sustain the impact and ensure creation of a stronger entrepreneurial environ, Dr. Awasthi suggested to conduct Faculty Development / Exchange, Student Exchange Programmes on a regular basis.

Vice Chancellor of the University of Kelaniya, Prof. Wijeratna, said that the 26th of August was a historic day for the University as both the organizations had entered into a mutual understanding of setting up an Entrepreneurship Development Centre at the University-a step, which he believed would place Sri Lanka on a high growth trajectory. He hoped to make this Centre, a national level one. Appreciating EDI, the VC said that they were proud to sign an agreement with EDI, an institute which is highly recognized worldwide and is a Centre of Excellence in the field. He thanked EDI for offering intellectual property rights and faculty support to the Centre.

Prof. Ajith Medis, MBA Programme Coordinator, UoK, in his address said that this was just a beginning and that everybody needs to work hard to make the Centre successful. "It was a dream which has come through", he added.

The function concluded with vote-of-thanks from Mr. Guy De Fontgalland, an International Advisor to EDI.

Visit of a two-member delegation from Fontys International Hogeschool Economie, Netherland

A two-member team from Fontys International Hogeschool Economie, Netherland visited EDI on 6th June to explore the possibility of establishing 'Inter-institutional Agreement of Cooperation' with an objective to promote and expand international understanding, development and friendship as well as stimulate and support educational, professional and intercultural activities and projects among students and staff of EDI & Fontys International Hogeschool Economie University.



RESEARCH AND DEVELOPMENT

Seventh National Biennial Conference on The New Frontiers of Entrepreneurship

The Seventh National Biennial Conference on **The New Frontiers of Entrepreneurship** was recently organised on EDI Campus. The three-day Conference was attended by over 85 academicians, practitioners and researchers from prestigious institutes. 65 research papers were presented on themes such as; International and Corporate Entrepreneurship; Micro-enterprises, Micro-finance and Sustainable Entrepreneurship; Agripreneurship and Ecopreneurship; Technopreneurship; Innovation and Leadership Dimensions of Entrepreneurship; Edupreneurship; Public Services, NGOs and Social Entrepreneurship; and Women and Entrepreneurship. Special lectures by eminent professors viz. Prof. Dwijendra Tripathi, Prof. N. R. Sheth, Prof. Devanath Tirupathi and Prof. Sasi Misra were highly informative.

The Conference was inaugurated by **Prof. G. K. Chadha, Member, Prime Minister's Economic Advisory Council**. Dr. Dinesh Awasthi, Director, EDI was also present on the occasion. In his welcome address, Dr. Awasthi threw light on the illustrious career of Prof. G. K. Chadha and spoke about various prestigious awards that Prof. Chadha has been honoured with. Dr. Awasthi then reviewed the changing scenario of entrepreneurship and the need, therefore, to research the emerging trends and patterns. He hoped that this Conference would contribute to this area.

The Chief Guest of the inaugural function, Prof. G. K. Chadha began by congratulating India for taking a leap in the field of entrepreneurship, and EDI for being a forerunner in teaching, training and research in entrepreneurship development. He felt that the new frontiers in the field of entrepreneurship are infinite and constantly emerging in the context of the growing Indian economy and, therefore, the need to analyse the patterns becomes a must. The Chief Guest laid emphasis on the 'Structure and Hierarchy of Enterprises and the Entrepreneurship' to explain how the field of entrepreneurship was a mass of heterogeneous people with different and varied thinking processes. He emphasised on understanding 'entrepreneurship' at the levels of local, national and international as the Indian economic scenario was undergoing remarkable changes. Expressing faith in the present growth pattern, he felt that the time was ripe with "Indian entrepreneurs making a mark, Indian capital going out and transnationalisation of investment fund awaiting you". The Chief Guest pointed out how agriculture in the 1950s contributed to nearly 60% of GDP which has today reduced to about 18 to 20%. He saw this as 'a good turn of events, adding that the manufacturing and the service sectors' contribution has not only increased but the rate of growth of the economy is also at an impressive 9%.



*Academicians seen with
Dr. Dinesh Awasthi, Director-EDI*

Showing how the consumer demand patterns were changing with only about 55% of income going towards food consumption expenditure and the rest into non-food items' expenditure (NSSO survey 2004), he emphasised that potential entrepreneurs have opportunities galore. He asked the entrepreneurs to feel the pulse of the market and sense opportunities as there are many, but at the same time urged them to understand the nitty gritty of globalisation and innovate in a way that they remain ahead, in today's competitive times which do not boast of a protective regime. Concluding on an optimistic note, the Chief Guest talked about the high growth pattern of the Indian economy and its reigning place, next to the U. S. and China, in the world, in a few years from now

Dr. Sasi Misra, Conference Chair, briefed all on the key focus areas of the 3 day conference. He called the deliberations enriching and expressed the need to hold such seminars more frequently.



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